



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/25 thru 01/31.

(prices in dollars per carton)

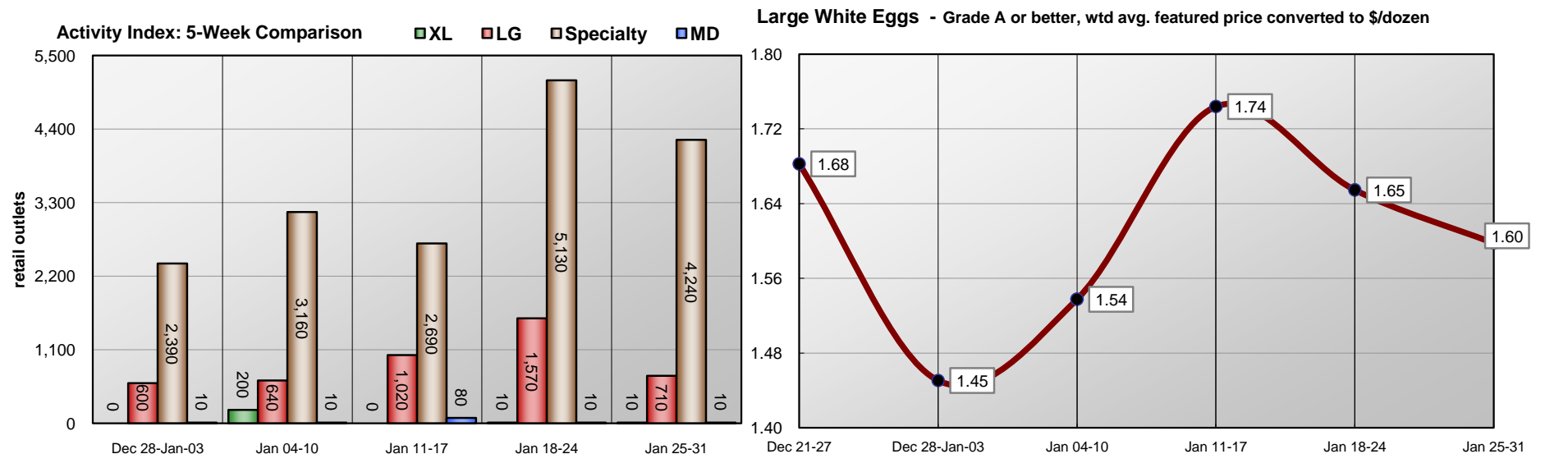
Fri. Jan 25, 2008

SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		31.5% of 17,000 stores				31.9% of 17,000 stores							
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack				250 1.49				460 2.14				340 1.02
	White 18 pack		10 3.00		90 3.02				160 3.35				140 0.99
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack				340 1.59				630 1.47				240 0.88

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	720	1,580	980	Large Eggs on
Specialty	4,240	5,130	2,830	Jan-21-2008
Total (includes MD)	4,970	6,720	3,830	379.9
Special Rate 4/:	12.7%	2.7%	14.5%	up 7%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING	
Regular shell egg promotions are 54% less than the previous week and slightly lower than values a year ago. The average price of Large white eggs, Grade A or better, is trending lower than the past two weeks. "Buy 1, Get 1 Free" features increased this ad cycle. Specialty shell eggs promotions are lower than a week ago, but sharply higher compared to last year. Although all types are heavily promoted, Omega-3 white eggs remain in the top spot. In the egg products sector, liquid egg are featured more this week than last week and last year. 14-16 oz cartons are featured predominantly in the Northeast region.	



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		46.8% of 3,800 sampled outlets						5.0% of 4,700 sampled outlets						30.9% of 2,900 sampled outlets					
2/ Activity Index		Activity Index = 2,410 (includes Medium)						Activity Index = 160 (includes Medium)						Activity Index = 800 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack																1.00	10	1.00
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.50 - 1.99	170	1.83				1.00 - 1.50	100	1.10				1.00 - 1.99	60	1.67
	White 18 pack																1.99	30	1.99
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			1.50	10	1.50
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.99	510	3.99										2.98	150	2.98
	OMEGA-3																		
	White 12 pack	2.50 - 2.99	330	2.60	1.99 - 2.64	840	2.35				1.99	10	1.99				1.88 - 2.28	210	2.24
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																2.25	200	2.25
	Brown 12 pack				2.50 - 3.79	560	2.86				2.50 - 3.00	50	2.94				1.50 - 2.50	130	2.40
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		32.9% of 2,700 sampled outlets						42.7% of 1,900 sampled outlets						74.6% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 640 (includes Medium)						Activity Index = 260 (includes Medium)						Activity Index = 700 (includes Medium)					
USDA GRADE AA	White 12 pack				1.00	30	1.00				1.88	20	1.88				1.00 - 1.88	190	1.56
	White 18 pack				1.67	10	1.67	3.00	10	3.00	3.19	80	3.19						
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.99	10	1.99												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99 - 3.49	170	3.13										3.49	210	3.49
	OMEGA-3																		
	White 12 pack				1.99 - 2.28	70	2.14				2.00 - 3.00	150	2.94				1.99 - 2.19	90	2.17
	Brown 12 pack				3.49	50	3.49										3.49	210	3.49
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				1.99	300	1.99												

Note: See page 1 for explanatory notes.



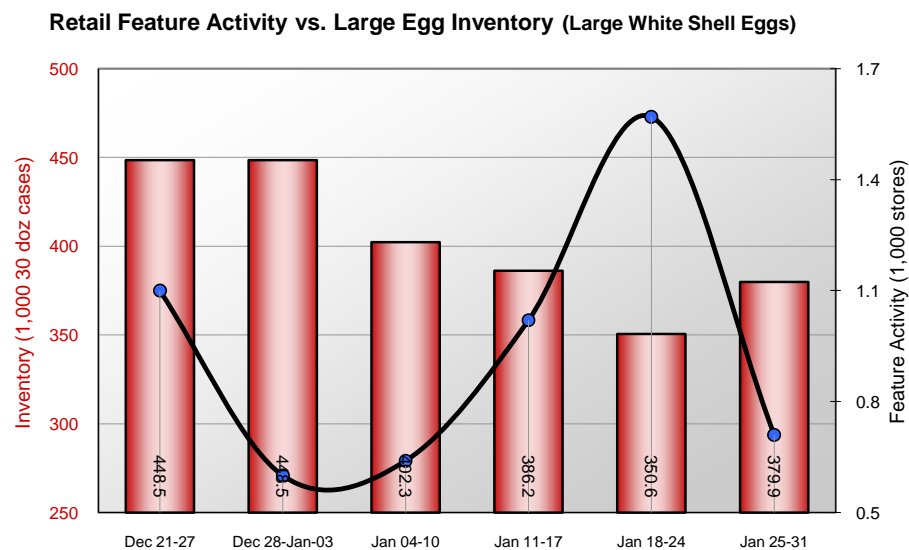
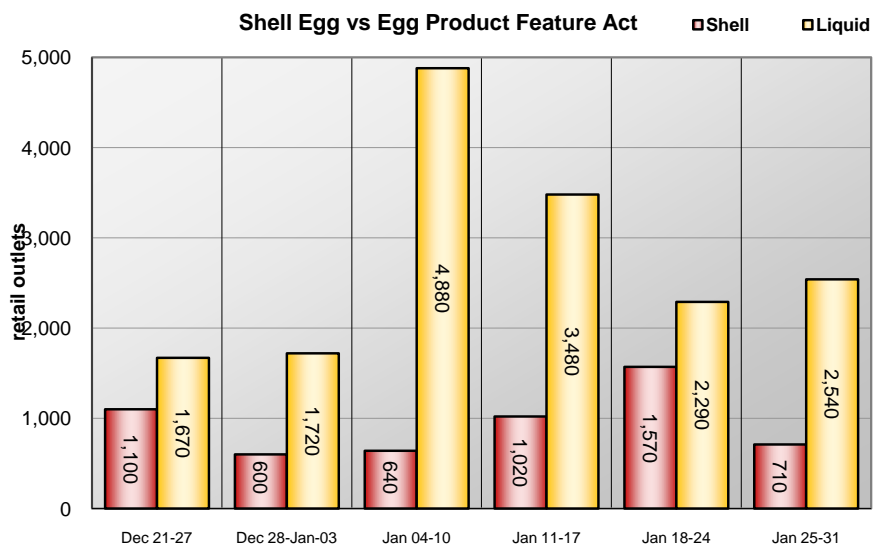
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	13.1%	11.8%	13.8%	34.7% of 3,800 sampled	6.9% of 4,700 sampled	11.5% of 2,900 sampled	3.0% of 2,700 sampled	7.9% of 1,900 sampled	2.4% of 1,000 sampled
2/ Activity Index	2,540	2,290	2,280	Activity Index = 1,620	Activity Index = 320	Activity Index = 340	Activity Index = 80	Activity Index = 160	Activity Index = 20
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. crtn	1,850 2.56	1,260 2.41	1,380 2.51	2.00 - 3.00 1,350 2.51	2.00 - 3.00 50 2.60	2.00 - 3.00 330 2.88	2.00 - 2.66 80 2.32	1.99 - 2.50 20 2.22	2.00 20 2.00
32 oz. crtn	420 4.07	1,010 4.76	230 4.26	4.79 - 5.49 270 5.14		3.99 10 3.99		2.00 140 2.00	
3 - 4 oz. cup	270 2.19	20 1.99	530 2.00		2.19 270 2.19				
2 - 8 oz. cup			140 2.5						



Note: See page 1 for explanatory notes.